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APR 14 2004

**OFFICIAL****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Applicant: Plow )

Art Unit: 3622 )

Serial No.: 09/922,201 )

Examiner: Lastra )

Filed: August 2, 2001 )

STL9-2000-0037-US1 )

For: **SYSTEM, METHOD, AND COMPUTER** )  
**PROGRAM PRODUCT FOR SELECTIVELY** )  
**DISPLAYING INTERNET ADVERTISEMENTS** )April 14, 2004 )  
750 B STREET, Suite 3120 )  
San Diego, CA 92101 )**RESPONSE TO OFFICE ACTION**Commissioner of Patents and Trademarks  
Washington, DC 20231

Dear Sir:

In response to the Office Action dated March 29, 2004, please amend the above-captioned patent application as follows.

1176-3.AMD

**BEST AVAILABLE COPY**